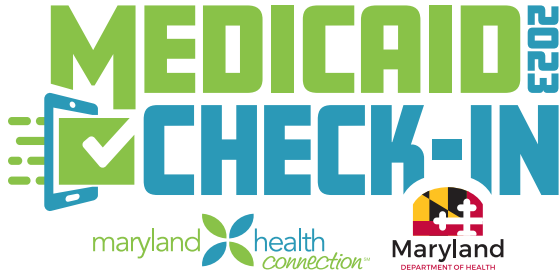


MEDICAID CHECK-IN LOGO



The Medicaid Check-In logo's main communication objective is to let Medicaid participants know that changes are occurring. The logo was designed leveraging the brand familiarity of the Maryland Health Connection and lending confidence with the endorsement of the Maryland Department of Health brand.

Color Palette



PMS 632
CMYK 77/24/21/0
RGB 40/153/183
HEX 289987



PMS 376
CMYK 51/2/95/0
RGB 140/194/71
HEX 8CC247



PMS 186
CMYK 0/100/65/20
RGB 196/14/62
HEX C8122C



PMS 136
CMYK 0/25/95/0
RGB 255/194/51
HEX FFC838



PMS BLACK
CMYK 0/0/0/100
RGB 35/31/32
HEX FFFFFF

Typefaces

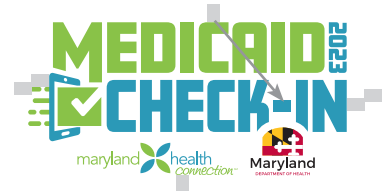
NEW FRANK EXTRA BOLD

NEW FRANK BOLD

New Frank REGULAR

Clearance

Keep a minimum clearance of the width of the one CHECK-IN Dash on top and two on the sides.

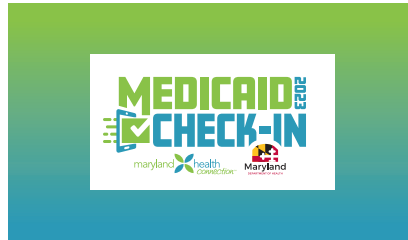


Usage Guidelines

The logo was developed to be easily adaptable by MCOs and partners for their needs in tandem with the campaign.



LOGO SHOULD ALWAYS
BE ON WHITE



ON COLORED OR PHOTO BACKGROUND

- Should be placed in white box on top of background.
- Logo should be visually (NOT absolutely) centered in the white box with plenty of surrounding space (See example above).



MCO Partner logo should be smaller than the width of logo, visually centered on the top portion of the logo.

Examples

